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**Beatty Communications**

Business Writing

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## **Portfolio Samples**

Avicena Group, Inc.  
Colliers International  
Cisco  
Echelon  
Scios  
WHL Architects

## **Technical Writing**

[Developer Documentation](#)

[Standard Operating Procedures](#)

[Javasoftware Case Study](#)

[EIR for Habitat Restoration](#)

[HIT \(Electronic Medical Records\)](#)

## **Blogging & Publishing**

[Treehugger](#)

Treehugger [Tesla Feature](#) The year Tesla launched, I was drawn towards its philosophy and learning “what makes it tick.”

[Triple Pundit](#) I explored how a company is mainstreaming cutting-edge designs from agricultural waste and making them commercially viable.

[IABC Bonfire Presentation](#) In a presentation for the International Association of Business Communicators, I discussed Bonfire’s work.

[CMS Wire](#) I wrote about technology and new events related to content management.

[NetguideLive](#) I wrote reviews of early websites for one of the first publications covering them.

[Productopia](#) As a long-time automotive enthusiast, I wrote the first reviews on compact cars for a once high-profile web property during the early era of the Web.

Careers in Healthcare Handbook (WetFeet) In order to make available a representative sampling of resources in healthcare, I interviewed experts in health education and co-authored a guide on career planning in the field.

Medical Aesthetics. I wrote about the ASPS Conference covering the 75th anniversary of the ASPS

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### **Design, Usability, and Research**

FigeroDesign I consulted to a graphic designer in overhauling her website.

Research & Development For IBM, I edited and rewrote the biography of a leading IBM scientist, an early collaborator of my father's.

EV Charging In 2012, I invited Envision Solar to San Francisco for participation in EV Week. This paved the way to Mayor Lee's endorsement of solar-based electric vehicle-charging in San Francisco the following year. It represents a first for off-grid, solar charging in urban areas in the U.S. A mobile charger remains at San Francisco's City College after a year of demonstrations, with three units making the rounds on display at prominent locations throughout the City throughout 2015.

### **Sustainability and Ecosystems**

Creek Restoration Based on my proposal for pioneering habit restoration in a historic city park in

the Oakland Hills, I described highlights of my research and efforts to move forward with an ambitious riparian project.